

## Personal and professional data sheet

Name: Bence Kovács	Name at birth: 1992
College or university degree and qualification, issuer and year of the diploma	
Economist in business development, 2017	
Current workplace(s), position(s) listed in the appointment, in case of multiple workplaces, <u>underline</u> the institution you have a “declaration of exclusivity” (accreditation) with.	
University of Debrecen, Faculty of Economics and Business, Marketing and Commerce Institute – assistant lecturer	
Scientific degree (PhD, Csc, DLA) (in case of a recent PhD/DLA (i.e. within 5 years) add the title of the dissertation as well) or Academy of Sciences/Arts title/membership (“dr. habil” title, doctor of the Hungarian Academy of Sciences (DSc) title; by indicating the discipline and the date), other titles	
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Educational activity so far	
<ul style="list-style-type: none"> <li>- <i>Educational activity</i>: 4 years (Hungarian); 1 years (English);</li> <li>- <i>Educated courses (in Hungarian language)</i>: Marketing, Marketingmenedzsment, Marketingcsatorna tervezése és elemzése, Nonprofit és kisvállalati marketing, Nemzetközi marketing.</li> <li>- <i>Educated subjects (in English language)</i>: Pricing policy in marketing, Marketing channels planning and audit, Nonprofit and SME marketing</li> <li>- <i>Supervision</i>: 6 students</li> </ul>	
Relationship between the professional/research activity of the tutor and the course(s) to be taught	
<p>a) publications in the (specific) <b>professional area</b> (at most <b>5</b> typical publications)</p> <ul style="list-style-type: none"> <li>- Kovács B. – Szakály Z. – Kontor E. (2021): The emergence of a holistic marketing concept in the market orientation construct. Acta Academica Karviniensia. 21:1, pp. 29-41.</li> <li>- Szakály Z. - Kovács B. - Soós M. - Kiss M. - Balsa-Budai N. (2021): Adaptation and validation of the Food Neophobia Scale: The Case of Hungary. FOODS. 10:8.</li> <li>- Szakály Z. - Kovács B. – Szakály. M - T. Nagy-Pető D. – Popovics P. - Kiss M. (2021):</li> <li>- Consumer acceptance of genetic-based personalized nutrition in Hungary. Genes and Nutrition. 16:1. Paper: 3, 12 p.</li> <li>- Kiss M. – Szakály Z. – Kovács B. (2020): Az MKTOR piacorientációt mérő modell adaptációja és kapcsolata a vállalati teljesítménnyel. Marketing és Menedzsment. 54:2. pp. 79-91.</li> <li>- Kovács B. – Szakály Z. (2020): A piacorientáció konstrukciójának aktualizálása a holisztikus marketingkonceptió segítségével. Jelenkori társadalmi és gazdasági folyamatok. 15:1-2 pp. 11-21.</li> </ul> <p>b) further scientific research, development, creative or artistic achievements</p> <ul style="list-style-type: none"> <li>- <i>Research topic</i>: market orientation among Hungarian small- and medium sized enterprises</li> <li>- Scientific article: 15.</li> <li>- Citation: 17.</li> <li>- MTMT direct link to my profile: <a href="https://m2.mtmt.hu/gui2/?type=authors&amp;mode=browse&amp;sel=10055895&amp;view=pubTable">https://m2.mtmt.hu/gui2/?type=authors&amp;mode=browse&amp;sel=10055895&amp;view=pubTable</a></li> </ul> <p>c) professional expertise, experience, certifiable reputation</p> <ul style="list-style-type: none"> <li>- <i>Awards</i>: Pro Juventute Dean Award , 2017 and 2021.</li> </ul>	

- *Research scholarship:* Nemzeti tehetségprogram 2015, ÚJ nemzeti kiválóság program 2017
- *Editorial board membership in scientific journal:* Tejgazdaság, Táplálkozásmarketing